

1. MY PRESENTATION:



My name is Sara López, from Madrid, living at the Mediterranean Sea in Valencia, Spain. I'm artisan, jeweler, fashion & accessories designer. With training in traditional Arts and crafts in Madrid and in traditional jewelry in Valencia and with extensive experience in multinational accessories brands as designer and product manager, and being responsible for manufacturing processes of large productions. After living in Japan and learn about their craft tradition and the prestige and respect it enjoys in its culture, I have created my own jewelry & accessories brand **rita**, with the online shop: www.ritaandco.com combined with the design and production for another brands and different customers like museums and others



2. WHY I DECIDED TO START THE PROGRAM:

- * Because I needed to organize my professional structure, define and focus on my activity.
- * The goal: through my creativity and quality product, to be a profitable and sustainable company, towards lasting professional solidity.
- * My improvement areas were intended to be: Finance, Communication & Marketing
- * I considered that the program was very complete and specific for the artisan sector, that it would give us a realistic vision of what a current artisan company is and would provide us with the necessary tools to be able to improve and involve in our individual projects, in addition to being able to contribute to build a solid European artisan network in constant feedback and collaboration



3- THE BENEFITS AND THE EXPERIENCE FOR MY BRAND:

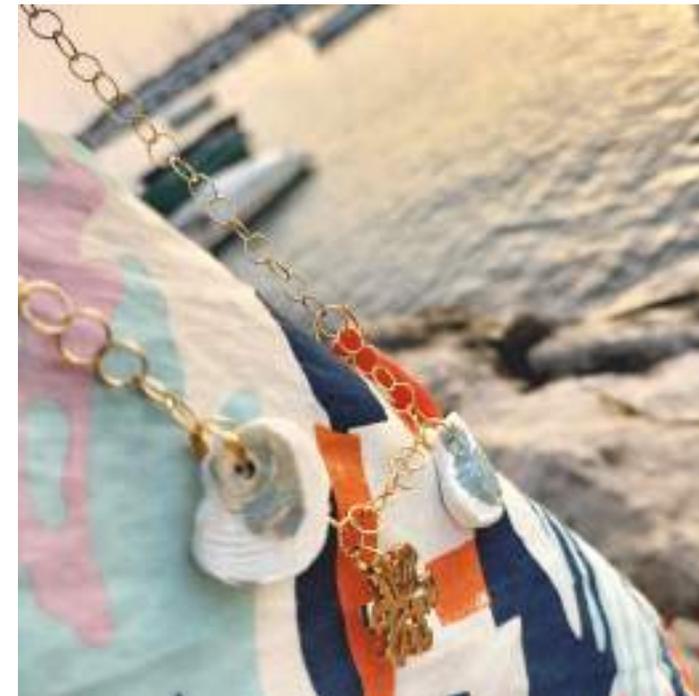
- * This program has helped me put **“focus”**
- * To **analyze my strengths and weaknesses**, and to **structure my business plan**:
 - **ANALYZE - ORGANIZE- FOCUS - ACT -**
- * To integrate and prioritize profitability as a business , to stop being just a process of “creative happiness”
- * To strengthen my self-esteem as an artisan-designer, and as a brand
- * To see my project as an artisan company with a future project and not as small lonely artisan
- * I have learned to take the measure of what I can encompass and where to go, to move forward
- * To value my product and integrate all my professional experience, my creative vision, the different techniques in which I am trained and that I continue to investigate in my artisan product
- * To be aware of the **responsibility** we have **as quality artisan brands in the new contemporary crafts**
- * To be aware of **“traceability”** and the **circular economy** of the product
- *To meet other projects and artisans with whom to share experiences, doubts, knowledge, creating a community of support and growth



4- MY EVOLUTION THROUGH THE PROGRAM :

- **Product:**

- * Development of selected special pieces that seek to be also commercial to an audience that values design where traditional and innovative craft techniques are mixed.
- * Research and improvement of different techniques that combine craftsmanship, tradition and design (ceramic-porcelain, enamels, marbling, low-heel loom, laser cutting)
- * Value of the Mediterranean culture, tradition and crafts



- Experiences:

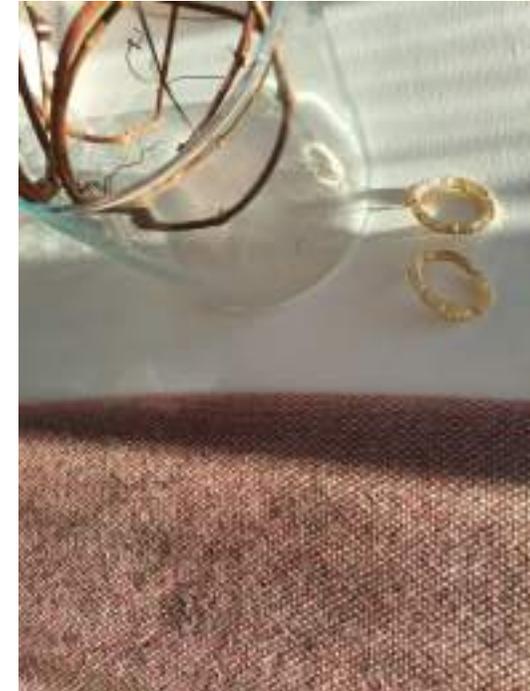
- * **Collaboration with prestigious artisans** in exhibitions, promotion and sale (Atelier Aletheia, members of the SACCO artisan association, Madrid Craft Week, ...)
- * **Project to promote high craftsmanship** in artisan associations and other channels such as luxury hotels, museums, etc...
- * **Value of crafts & design** as a unit
- * **Active participation** in forums, talks and conferences on creativity, creative economy, sustainability design, crafts & design within the VWDC (Valencia World Design Capital), as well as museums, foundation, etc...



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GRECIA coral



- Commercial / business activity:

- Active search for grants and opportunities to support the digitization and promotion of crafts.
- Participation in the fashion show of San Sebastian May 22
- Appearances in the press and enhancement of crafts and design.
- Collaboration and participation in events to promote Spanish crafts and design and sale of artisan products to national and international audiences in different Spanish cities
- Expansion of points of sale and visibility nationwide (Barcelona- María Roch, Cádiz - Verdugo Clothing, Madrid - Isaac Salido)

5- MY FUTURE EXPECTATIONS:

* To be a prestigious, solid and profitable brand (as a designer and as a brand) with a clear identity: **“rita and co by sara lopez”**

Where I continue to be strong in design and artisan manufacturing both for my brand and for other clients and projects and where I can collaborate with companies and big brands that allow me to hire a support team and generate a collaborative artisan network.

* I am also interested in promoting and supporting crafts in the creation of a program to strengthen our network, so that trades are not lost due to lack of profitability and support or due to a lack of transmission of knowledge to new generations.

* What I do consider essential is that training be accompanied by training such as that of Crafting Europe, and a professional continuity program , creating workshop-schools where students who have already been trained can develop their professional side if they so wish, with the support of the infrastructure of the workshops, the machinery and network of companies collaborating with the educational organisms - company and national and international trade




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